

NDGWA Board Meeting

Date: 3-29-18

Location: NDSU Loftsgard Hall 262

Time called to order: 3:30

Time adjourned: 5:30

Members Present: Randy Albrecht, Harlene Hatterman-Valente, Rodney Hogen, Stan Hanson, Claudette Carlson, Alan Verbitsky, Bob Grosz, Allison Krieger

Attending by conference call: Bob Thaden, Kevin Kinzel

Not Present: Greg Cook

Guests: Darcy Weber, Sean Ballinger, Mark Vining - conference call

Purpose: Regular Meeting.

Agenda Item	Reports/Discussion/Conclusions	Recommendations and/or Actions
<p>Call to order</p> <p>Secretaries Report</p> <p>Treasurers Report</p>	<p>-Meeting was called to order by President Randy Albrecht.</p> <p>-The minutes from the 2-26-18 meeting were sent to the board prior to the meeting for review. Claudette moved to approve the minutes, seconded by Bob G; the motion was approved by voice vote.</p> <p>-The treasurer's report was sent out prior to the meeting; assets: \$8,897.28. A motion by Allison to approve the treasurers report, seconded by Alan was passed by voice vote.</p>	
<p>OLD BUSINESS</p> <p>Post Conference Survey</p> <p>Marketing Grant</p> <p>ZOOM</p>	<p>-Tabled at this time.</p> <p>- The 2017 ND Grape and Wine Grant Application was reviewed and discussed. (attached) Amount:\$10,720.00, match by NDGWA \$1,070.00. Work plan and scope of work were reviewed. Goal dates and deadlines need to be adjusted. Clarification is needed on when the funds need to be used by. Do we have until June 30, 2019? We were unable to have a Sommelier for the 2018 Annual Conference. Can this be done at our 2019 Annual Meeting or for a Membership Event?</p> <p>-We are registered with a Zoom account. We will test it at the next meeting. It will work with multiple devises.</p>	<p>-Bob Grosz and Greg will contact Amy Duboi at Flint and meet with them prior to the April meeting and have a report.</p> <p>-Greg will report at the April meeting.</p>

NEW BUSINESS		
2018 Goals for Board and Committees	<p>-See committee reports below. Additional goals discussed: program to help increase the number of vineyards; increase quantity, production (10-15 lbs/vine), fertility and quality for existing vineyards. Education regarding fruit quality standards. Marketplace to buy and sell; connecting grower to winery with quality grapes and fruit. Education of legislators and regulators regarding the value of their investment in the grape and wine industry. Statewide wine trail and/or club. Newsletter. Increase commercial presence in ND.</p>	<p>- Add legislative items to April Agenda. Special events permits are limited. Potential grape / fruit shortage. Promote using ND products.</p>
2019 NDGWA Conference	<p>-Tabled until April Meeting.</p>	<p>-Greg will update at April Meeting.</p>
Association Bylaws Review	<p>-Randy read through the Mission Statement and Purpose of the NDGWA from the bylaws. Members brought up sections that need review and changing. Main points being - wording, timelines within the bylaws, notification of meetings, address the ex-officio member, have the role of the ex-officio separate from the Board but appointed by the Board to benefit and assist the Board.</p>	<p>-Continue to review bylaws at next meeting, make sure the most recent version is being reviewed.</p>
2011 Strategic Plan	<p>Randy read a portion of the 2011 Strategic plan. Many goals were not met...>50 vineyards of 1 acre or more by 2016. Currently - 20 listed on our website, 40 registered with Ag Dept. Production goals - 10-15 lbs per plant...not yet. 2011 plan had 200 members. End of 2017- around 90.</p>	<p>-Does our strategic plan conflict with our mission and purpose in our bylaws?</p>
NDGWA Newsletter	<p>-Rodney brought sample newsletter layouts for review. Newsletter purpose: communicate information, increase membership, promote events, educate membership. We would like the newsletter available in both paper and electronic form. Content ideas included: President update, Winery Corner, Grape growing education, tips, harvest quality, fruit quality guidelines, parameters, membership update /dues reminder, research update on new cultivars with information, Legislative communication, marketplace connecting growers to wineries.</p>	<p>-Rodney, Claudette and Steve Sagaser will organize the newsletter. Board members are encouraged to provide information for the Newsletter. Have articles ready so we can send out the newsletter in May.</p> <p>Stan has a list of past and present members with addresses and email.</p>
Additional New Business		
NDSU Extension Publications	<p>-There are extension publications on Grape Growing and Wine making available in an electronic version.</p>	<p>- Harlene will check if the extension service allows links to their publications.</p>

COMMITTEE REPORTS		
Research	<p>-Harlene reported on the Specialty Crop Block Grants that NDSU submitted that combined two proposals into one; these included completing the evaluation of accessions at Minot and NDSU- the quick hit crosses, additional information on advanced selections, send wine to Iowa State for GCMS evaluation, characteristics and aromas and Patent Data Collection.</p> <p>-Bob T. Will check with Fluffy Fields on how the advance selections have done there over the winter.</p>	<p>-Letters of support were sent by members of our board and association. NDSU applied for \$280,000.00 worth of grants.</p>
Annual Conference Education	<p>-No report.</p>	
Membership	<p>-Stan reported he is waiting for updated information on who paid their membership at the 2018 Annual Meeting. In the fall of 2017 dues reminder letters were sent out to current and past members. Membership total at the end of 2017 was 90. There hasn't been much interest in joining from the aronia group. Goals for 2018 are to increase membership, incorporate the aronia growers as members. On review of the 2011 strategic plan the goal was to have 200 members by 2017!</p> <p>There was discussion on "What are the benefits of Membership?" "Why do/should people join?" "Who are our target members?" Why have a Members Only section of the website if we are trying to promote and encourage members? Entry level information should be open to all and maybe more advanced information could be membership restricted? Benefits of membership should be discounts and lower fees for conferences, rather than restricting information to potential members and growers.</p> <p>Claudette shared the ND Grape Growers Brochure from the past. The brochure hasn't been updated since we became the NDGWA.</p>	<p>-Greg will get updated membership information to Stan for the April meeting.</p> <p>Stan will send out renewal notices after his records are updated.</p> <p>-Review membership levels and benefits. Any changes? Stratified system? Add a social / hobby membership? Value to members? Winery discounts Education discounts</p> <p>- The benefits of an updated brochure should be further discussed to promote membership. The member wineries could have them available in their tasting rooms.</p>
Adjournment	<p>-Meeting was adjourned with a motion from Alan, seconded by Stan. Motion carried by voice vote.</p>	<p>Next Meeting April 30.</p>

Respectfully submitted - Allison Krieger, NDGWA secretary